



Ness Software Product Labs™

# Perform Out-Performs Competitors with Expanded Platform Capabilities



## CASE STUDY

UK-based Perform Progressive Sports Media is a global leader in broadcasting and commercializing sports media across digital platforms. Perform's unique blend of Core Competencies has made it a leading sports media business, with a mix of its own white-label and direct-to-consumer channels. Now entering its fourth year of operation, Perform has doubled revenues year over year, and partners with businesses worldwide.

### Challenge

In early 2010, Perform was looking to grow its offerings to deliver media across multiple technical channels, to multiple consumers, across multiple geographies as part of its long-term corporate strategy. However, the development team was struggling with the increasing demands of fulfilling customer requirements and maintaining support while trying to ramp up the strategic platform capabilities necessary to fulfill its business goals. To maintain its standards while expanding its products and services, Perform sought a software development partner whose expertise could upgrade its platform to remain competitive and gain market share.

### Solution

Perform chose Ness Software Product Labs<sup>SM</sup> to grow and enrich its development capabilities. Ness began multiple streams of work in its Kosice development lab to upgrade Perform's platform to enable delivery of enhanced offerings. A next-generation, browser-based Perform content management system (CMS) helps manage distribution and delivery of recorded/stored sports video content, as well as live streamed video content, improving Perform's ability to provide requested content to clients more quickly and easily, and with better quality. A testing program was implemented that covers everything from manual testing of developed software to designing and creating automated testing scripts and procedures for Media Services and Group Technology software. Ness also developed a new website creation platform that enables the developers who create rich content sites for Perform's clients to build sites significantly faster and with higher quality, as well as a new, digital financial transaction solution that implements payment systems like PayPal or Netbanx into Perform's platforms and CMS. Finally, Ness enhanced OMNISPORT, the world's most advanced multi-platform news service, allowing Perform to distribute thousands of sports-related articles, news, video links, and messages to sports fans worldwide.

The Ness team effectively utilized Agile principles for project communication and planning for every sprint of each stream of work, holding daily scrums via Skype video for team status updates. The frequent communication between Perform and Ness, and a willingness to work as a cohesive unit, was key to the success of the partnership and resulting projects.

### Client Benefits

The significant platform upgrades, especially the development of the first phase of the video-on-demand CMS, has resulted in substantial client wins for Perform. Additionally, Perform's web developers have noticed higher-quality and faster site builds as a result of the rich content website creation platform. The OMNISPORT overhaul transformed it from a sports news bulletin to a progressive multi-platform, multi-format sports news service that enabled Perform to enhance coverage of the 2010 FIFA World Cup for its 50 global partners by surpassing competitors' capabilities.

Perform has engaged Ness in a multi-year contract to extend its software product engineering capability, working with both the Kosice and Bangalore labs to take advantage of Ness' global footprint. Perform also plans to leverage Ness' proven software development expertise and global reach to expand its mobile offerings in 2011.

"We are delighted to partner with Ness to execute our strategic technology roadmap. This partnership is fundamental to our ongoing growth and we evaluated several potential partners across several geographies before finally choosing Ness based on their cultural alignment with our business, product engineering expertise, proven track record and commitment to the success of Perform and our clients. We look forward to a long and successful relationship with the Ness team."

—Andy Measham,  
Perform COO



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**Ness Software Product Labs<sup>SM</sup>** is a Ness global service line that provides software product expertise — from concept through development to market support — delivered via collaborative "extended product labs." Ness operates software R&D labs for more than 50 ISVs and other product-oriented clients, utilizing its technology centers across India and Central and Eastern Europe, along with onsite and local presence in North America, Europe, Israel and Asia Pacific. [www.ness.com/spl](http://www.ness.com/spl).